



# Launch of the MA Chapter of the Reuse Alliance

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# The Reuse Alliance

- Connect – build relationships between individuals and organizations involved in reuse
- Support – increase public awareness and access to reuse opportunities
- Promote – advocate for increased reuse and push for pro-reuse policy



# Reuse Alliance Services

- National alliance hosts a national conference semi-annually
- Training and education opportunities
- Social media assistance



# Need for a MA Chapter

- MassRecycle's refocused mission includes "higher-levels" of recycling
- Our interactions with our membership indicates the need for a nexus of information on reuse
- Clear target issues and obstacles



# Steering Committee



Karen Bouquillon  
*Northampton*



Bill LaBelle  
*Morgan Memorial Goodwill*



Paul Curry  
*BayState Textiles*



Mark Lennon  
*Institution Recycling Network*



Rob Gogan  
*Harvard University*



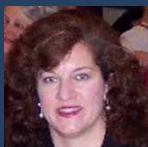
Randi Mail  
*Cambridge*



John Grossman  
*EcoBuilding Bargains/CET*



Brooke Nash  
*MassDEP*



Donna Hunnewell  
*The Wish Project*



Shaun Newell  
*More Than Words*

Not shown:

Jackie King, *SMART*; Tricia Conroy, *MRM*



# Current/Recent Steps

- Quarterly steering committee calls
- R3 Conference launch
- Create website/educational resources
- Increase the network
- Developing an action plan/work plan for 2013



# Targeted Project (example)

- Mattresses
  - Misconception about mattress reuse and public health issues
  - Identify any infrastructure obstacles
  - Promote opportunities to reuse mattresses properly



# How to Become Involved

- Contact MassRecycle
- Join the Steering Committee/Membership
- Inform us of companies and organizations involved in reuse
- Send us listings of reuse events in MA to circulate





# Contact Information

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